

**PROCEEDINGS OF THE BROWN COUNTY**  
**EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Thursday, April 5, 2012 in Room 200 of the Northern Building – 305 East Walnut Street, Green Bay, Wisconsin.

---

**Present:** Jesse Brunette, Bill Clancy, Vicky Van Vonderen, Tim Carpenter  
**Excused:** John Vander Leest  
**Also Present:** Supervisor Tom Lund, Doug Hartman, Neil Anderson, Scott Anthes, Rolf Johnson, Lynn Stainbrook Terry Watermolen, John Hickey, Kathy Pletcher, Other Interested Parties

---

I. **Call to Order:**  
The meeting was called to order by Chairman Jesse Brunette at 5:02 p.m.

II. **Approve/Modify Agenda:**  
  
**Motion made by Supervisor Clancy, seconded by Supervisor Van Vonderen to approve.**  
**MOTION UNANIMOUSLY APPROVED**

III. **Approve/modify Minutes of March 1, 2012.**  
  
**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to approve.**  
**MOTION UNANIMOUSLY APPROVED**

*Supervisor Carpenter arrived at 5:02 p.m.*

1. **Review Minutes of:**  
a. **Library Board (February 16, 2012).**  
b. **Neville Public Museum Governing Board (December 12, 2011).**

**Motion made by Supervisor Clancy, seconded by Supervisor Van Vonderen to receive and place on file 1a & b. MOTION UNANIMOUSLY APPROVED**

**Communications**

2. **Communication from Supervisor Lund re: To examine the parking at the Brown County Boat Ramp on the Suamico River to explore options for additional parking. *Held until the April mtg.***

Supervisor Lund stated he wished to explore the possibility of having additional parking across the street from the boat landing because it gets very crowded in the summer. Assistant Park Director Doug Hartman stated that permits for wetland filling would need to be obtained from both the Army Corps of Engineers and the DNR. Hartman continued that the County would have to demonstrate that any proposed project is the least environmentally damaging practicable alternative. In conversations he has had with the Army Corp of Engineers, Hartman got the feeling that the contact person felt there would be other options, even if an overflow parking lot was a short distance away. Hartman was also advised that any permissive issue would be contingent upon state water quality certifications which would involve the DNR.

Hartman had asked the DNR if they would allow expansion to occur in the Sensiba Wildlife Area and was advised that the DNR could not provide a definite answer, however, it was unlikely the DNR would issue a permit to fill wetlands at either the Sensiba site or other areas to the West. Hartman also asked the DNR about the west end of the parking lot and was advised that the application would still have to show that there was no better alternative as well as that the project was necessary and would not have a detrimental impact to wetlands.

Hartman provided a map of the boat launch area, a copy of which is attached, and stated that it may be possible to put a dock and board walk in at the red area and then have parking in the Sensiba lot. This would allow a boater to have a buddy get out at the dock, get the vehicle from Sensiba and then drive it back to the boat launch to pick up the boat. This would not work for single boaters however. Hartman noted that this area is privately owned and the owner would need to be contacted to see what, if any, options exist. Lund felt that this may be a workable solution.

Lund congratulated Brunette on his election to the Green Bay City Council and thanked both Brunette and Van Vonderen for their work over the last term.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Carpenter to refer to staff to look into the alternatives and bring back in 60 days. MOTION UNANIMOUSLY APPROVED**

#### Other

3. **Update from Corporation Counsel John Luetscher regarding Room Tax Issues. *Standing item.***

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to receive and place on file. MOTION UNANIMOUSLY APPROVED**

#### Library

4. **Budget Status Financial Report for December, 2011.**

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

5. **Budget Adjustment Request (12-41): Increase in expense with offsetting increase in revenue.**

Library Director Lynn Stainbrook reported that this budget adjustment relates to the funding that has been received from Nicolet Federated Library System and is to increase the actual amount of grant dollars over the budget amount.

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to approve. MOTION UNANIMOUSLY APPROVED**

6. **Director's Report.**

Stainbrook informed the Committee that there had been a small fire at the Weyers-Hilliard branch which was caused by the battery of the lawnmower. The sprinkler system went off and the fire department received the alarm, arrived promptly and put out the fire. The staff evacuated the building and everyone was cooperative. Maintenance staff worked to extract

water from the carpet and used the air conditioning system to help air out the building. There was no damage other than the lawnmower itself which was valued at approximately \$5,000.

Stainbrook continued her report by distributing the "Library Report March, 2012", a copy of which is attached, and highlighted several items including the 2-1-1 Plus Site designation that her staff has been trained on. The 2-1-1-program is operated by Brown County United Way in cooperation with other area organizations and serves as a non-emergency telephone number to connect people with community services and volunteer opportunities. Stainbrook also reported on the Every Child Ready to Read Campaign which will be funded by Friends of the Library.

Stainbrook continued that the Wrightstown branch wine tasting event raised nearly \$11,000. She also reported that a ribbon cutting was held at the Kress Library to formally introduce the Sustainable Learning Center to donors, partners and the public and she urged Committee members to stop by to see it. Finally, Stainbrook provided the Committee with an invitation to the Wrightstown branch open house which will be held on April 24, 2012.

Dr. Watermolen wished to let the Committee know that he has been very appreciative of the current Committee, not only as a member of the Library Board, but also as a tax payer. He stated that it has been a great pleasure working with Jesse Brunette and the rest of the Committee and he felt that Brunette provided great guidance and leadership. Brunette stated that it has been his privilege to work with Dr. Watermolen, Lynn Stainbrook and everyone else at the library. Stainbrook echoed what Dr. Watermolen said and added that as a department head she has greatly appreciated and enjoyed working with Brunette and Van Vonderen in the fact that they listened and asked questions in an attempt to assist the Library.

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

#### Museum

##### **7. Museum Director's Report.**

Museum Director Rolf Johnson began his report by thanking Brunette for his work on the County Board and this Committee and stated that he will be missed.

Johnson provided the Committee with a Director's Report as well as various financial documents, copies of which are attached. Johnson stated that things have been a little challenging at the Museum lately due in part to being short staffed. He will be looking at applications for the visitor services coordinator and the clerk typist position soon and interviewing for these positions.

Johnson continued that they have received the approved Letter of Intent to look at the governance of the museum and a copy of that document is also attached. The next step will be to form a committee consisting of county representatives, representatives of the governing board and foundation as well as community stakeholders. He will continue to keep the Committee advised.

Johnson also reported that the first free Wednesday night had been held at the Museum and there were no complaints from visitors regarding being asked about their residency. Johnson

hopes this new policy will not only be useful in gathering data as to where Museum visitors come from, but also serve to quantify those people coming in who are County residents.

Johnson further reported on the new admissions, POS and fundraising software. He stated that both the NEW Zoo and the Museum will be using this software. There is a budget adjustment with regard to this; however, this BA will be handled under the Zoo portion of the meeting. It had been suggested that Johnson prepare a press release outlining how two county departments worked together on this. He explained that the County Executive reinserted funds into the fiscal 2012 operating budget for the Museum so they could get the software. By combining efforts with the Zoo, the Museum ended up not having to use the entire amount and therefore the Museum took the residual money from their budget and gave it to the Zoo. Johnson felt this was a wonderful example of two County department working together for the citizens of Brown County and he has high expectations that the return on investment for this software will be significant.

Johnson was also pleased to report that the Green Bay Packers had signed on as the presenting sponsor of the football exhibit which will open on May 19. He also reported that they received a grant from the Greater Green Bay Community Foundation to allow the Neville to be the museum to help train colleagues in the smaller institutions such as the National Railroad Museum and Heritage Hill in putting together disaster plans. Johnson concluded his report by inviting all County Board Supervisors to a reception for "An Artistic Discovery", a high school art competition. This reception will be held on April 29 and Congressman Reid Ribble is currently scheduled to attend to present the awards for the competition.

Brunette said that it had been a pleasure working with Johnson and he is happy that he came on board and is part of the community and the County staff. Johnson stated that he appreciated all of the confidence the Committee and the Board had instilled in him and he is honored to have worked with this Committee.

**Motion made by Supervisor Clancy, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

#### **Golf Course**

##### **8. Financial Statistics as of March 18, 2012.**

Golf Course Superintendent Scott Anthes stated that the early opening of the golf course has given them a head start and he is very optimistic for the year.

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

##### **9. Superintendent's Report.**

Anthes stated that the golf course came through the winter pretty well, however two greens, numbers 11 and 14, sustained some damage. Anthes explained that as the snow melts the water collects in the middle of the green, but when the ground is frozen it cannot seep through and then it freezes and thaws and after a while this can cause damage. He circulated the attached pictures showing this damage to the greens. These greens have been reseeded and

Anthes is hopeful they will be okay. There was also some minor damage on the fairways, bowls and depressions, but Anthes felt those should come back on their own and would not be a problem. New drain tile and a new drain will be installed at number two to alleviate problems in that area and then the bad areas will be re-sodded. Anthes continued that all bridges are now in and they have also worked with the Parks to receive three new trees from the "First Down for Trees" program through the Green Bay Packers.

Anthes continued that last year Supervisor Vander Leest had asked that some money be invested in restrooms on the golf course and he wanted to advise the Committee that they had budgeted for this and all new toilets are now in as well as new lights in the men's room and they will be looking at installing new sinks soon.

Anthes concluded his report by thanking Brunette and Van Vonderen for the support they have given the golf course. Brunette also thanked Anthes for the work he has done.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to receive and place on file. MOTION UNANIMOUSLY APPROVED**

**NEW Zoo and Park Management**

10. **Request from Wisconsin United Coalition of Mutual Assistance Associations for reductions of fees for a festival to be held at the Fairgrounds on July 28 and 29, 2012.**

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to hold for a month. MOTION UNANIMOUSLY APPROVED**

11. **Park Management Director's Report.**

Assistant Park Director Doug Hartman stated there will be some serious road construction projects in the area of a number of parks this summer including projects on County B near the Reforestation Camp as well as the ramp to Highway 41 South heading back into Green Bay. News releases and signage will need to be handled. There will also be projects at Lakeview Drive south of Lineville Road affecting access to Barkhausen and access to the Fairgrounds will be restricted in that traffic will not be able to turn left from Ashland Avenue.

Hartman continued that Barkhausen held its maple syrup program recently which was a fun event and was attended by approximately 225 people. He also stated that the rangers are now back from the Highway Department as of April 1. Hartman continued that the State trails are up and running as well as the mountain bike and equestrian trails and all boat launches are also open. He stated that there had recently been an accident at Fonferek Park and this is the third or fourth one in the same area south of the waterfalls where there are large boulders and "do not enter" signs posted. Hartman stated that they are looking at the possibility of an ordinance that would ban rock climbing in general in the parks to alleviate this sort of thing in the future.

Hartman also reported that the Pamperin Park dam removal is in the design phase and removal should be happening in late summer or early fall. Further, Bayshore Campground will open for the season on April 20. Hartman also explained the "First Down for Trees" program that was implemented last year by the Green Bay Packers to offset their carbon footprint and emphasize their commitment to being green. Through this program the Packers will donate a number of

trees to take carbon dioxide out of the air. The Parks Department has already received 35 trees from this program, several of which were shared with the golf course.

Van Vonderen stated that the Town of Rockland is having problems with bikers on the trail in that they are not stopping before they cross the roads and it is very difficult to see them, especially the lower bicycles, even when they have flags. She wondered if there were any postings or anything else that could be done to ensure the safety of the cyclists. She was also concerned about bikers in the Town who are riding in an unsafe manner including riding three, four or five abreast on the roads. This has resulted in some nasty language being exchanged between motorists and cyclists. Hartman stated that there are "stop ahead" and "stop" signs on the trails already and he stated that this has been a continuing problem. Hartman continued that there are State regulations on brush back zones and the County far exceeds those regulations at the stop signs. Van Vonderen felt that a letter to the bike clubs might be beneficial and Hartman felt that perhaps ticketing those who do not stop would help get the word out. Van Vonderen also felt that closing the gates might be helpful in getting them to stop or at least slow down. Hartman stated that he is also concerned with roller bladers who do not stop or are unable to stop at intersections. Supervisor Carpenter suggested that Cpt. Schultz of the Sheriff's Department be contacted to put a few officers out on the trail to patrol on their four wheelers. Carpenter also suggested that junior explorers be posted at the intersections to advise people to slow down and stop.

Hartman concluded his report by thanking the Committee and in particular Brunette and Van Vonderen for their support and commitment. Brunette also thanked Doug Hartman for his work and stated the he felt he was one of Brown County's best employees.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to receive and place on file. MOTION UNANIMOUSLY APPROVED**

12. **Zoo Budget Adjustment (12-42): Increase in expenses with offsetting increase in revenue.**

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Carpenter to approve. MOTION UNANIMOUSLY APPROVED**

13. **Zoo Monthly Activity Report for March, 2012.**
- a. **Operations Report.**
  - b. **Admissions, Revenue, Attendance.**
  - c. **Gift Shop, Mayan, Zoo Pass, Misc Revenue.**

Zoo Director Neil Anderson provided updated reports, copies of which are attached, and stated that March attendance was outstanding due to the weather. He also felt that the schools have been staggering their Spring breaks which has brought in a lot of families throughout the month. He also stated that gift shop revenue is up as are zoo passes.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Carpenter to receive and place on file items 13 a, b & c. MOTION UNANIMOUSLY APPROVED**

**14. NE Wisconsin Zoo Education/Volunteer Programs Report for February, 2012.**

Anderson stated the volunteers are in the process of getting exhibits ready for the season. They have not opened the new education building yet but they are finishing up the second phase and the building should be open to the public in late spring. They have used the building for education classes and they have moved their volunteer center into the education building. Anderson also stated that the Rose Society is looking at donating roses to be planted outside the main entrance and they are also working with NWTC with regard to having some of their classes at the Zoo.

**Motion made by Supervisor Carpenter, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

**15. Zoo Animal Collection Report for March, 2012.**

Anderson stated that they have been able to fly some new animals in with the warmer weather including a penguin from Georgia which has been paired up with another penguin. These penguins are currently isolated in the animal hospital to bond and should be on exhibit within the next few weeks. They have also received a new burrowing owl from the Chula Vista Nature Center in Southern California as well as an American White Pelican from the Wildlife Sanctuary. The pelican will be paired up with the other pelican already at the Zoo. Anderson continued that both the giraffes and tortoises have been outside with the nice weather. Anderson was also very happy to report that they had a kookaburra hatched recently and he passed around a photo, which is attached. There are only six pairs of these birds in the country and this new addition is in the building by the moose where it is nice and quiet for the time being. Anderson concluded the animal collection report by stating that they think their female lion might be pregnant.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to receive and place on file. MOTION UNANIMOUSLY APPROVED**

**16. Zoo Director's Report.**

Anderson stated that the accreditation paperwork has been submitted. The AZA has received it and will be conducting an inspection sometime in June. He would like members of the Ed and Rec Committee present during the inspection if possible. The AZA will interview Committee members about the Zoo and ask any other questions they may have. After the inspection they will receive notification of any particular items that need to be addressed and in September a hearing will be held to determine the status of the accreditation.

Anderson also stated that they have a Zoo Boo efficiency kaizen event scheduled for April where they will take a look at the whole process from the moment they begin to plan up through when the visitors come in.

They also have a large Easter event coming up on April 7 and this will consist of breakfast and an egg hunt. Information on this event is attached and this event is used to get people reconnected with the Zoo. Zoo pass members will receive one free pass to the event.

Anderson also reported that the Visitors and Convention Bureau stopped out recently and advised him that the Zoo will be listed in the "Best of Midwest Travel" section of Midwest Living magazine which is good publicity.

Anderson also reported that the organization analysis governance study is complete and he has met with the County Executive on this and he has also recently met with the merger committee and will have a more complete report at the next meeting.

Anderson concluded his report by stating that it had been an absolute pleasure working with Brunette and the rest of the Committee. He stated that everyone's job at the Zoo is better and easier because of support from the Committee. Brunette also thanked Anderson and stated how much he appreciated the work he and the rest of the staff had done at the Zoo.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to receive and place on file. MOTION UNANIMOUSLY APPROVED**

**Resch Centre/Arena/Shopko Hall**

17. **Complex Attendance for the Brown County Veterans Memorial Complex for February, 2012.**

**Motion made by Supervisor Clancy, seconded by Supervisor Van Vonderen to receive and place on file. MOTION UNANIMOUSLY APPROVED**

**Other:**

17. **Audit of Bills:**

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to pay the bills. MOTION UNANIMOUSLY APPROVED**

18. **Such Other Matters as Authorized by Law:**

Brunette thanked the Committee and stated that he has enjoyed working with them.

**Motion made by Supervisor Van Vonderen, seconded by Supervisor Clancy to adjourn at 6:31p.m. MOTION APPROVED UNANIMOUSLY**

Respectfully submitted,

Alicia A. Loehlein  
Recording Secretary



**<Title>**

This map is intended for advisory purposes only. It is based on sources believed to be reliable, but Brown County does not warrant its accuracy. No warranties are implied. Boundaries shown on this map are general representations only and should not be used for legal documentation, boundary survey determinations, or other property boundary issues.

Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)  
 A map key (legend) and other information about this map is available at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

Scale 1:2000  
 Date 04/05/2012

at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

04/05/2012  
Scale 1:2000



# LIBRARY

515 PINE STREET  
GREEN BAY, WISCONSIN 54301-5194

PHONE (920) 448-4400  
FAX (920) 448-4364

**LYNN M. STAINBROOK**  
DIRECTOR

E-MAIL [Stainbrook\\_LM@co.brown.wi.us](mailto:Stainbrook_LM@co.brown.wi.us)  
WEBSITE [www.browncountylibrary.org](http://www.browncountylibrary.org)

## **Library Report** March, 2012

### **General**

**Libraries designated as 2-1-1 Plus Sites.** Operated by Brown County United Way in cooperation with other area organizations, 2-1-1 is a non-emergency telephone number that connects people with community services and volunteer opportunities based on a comprehensive database of human and community services. Staff at all Brown County Library locations has been trained to prepare for the libraries' new designation as 2-1-1 Plus Sites. This designation will publicize the fact that the libraries all have computers which the public can use to access the 2-1-1 database. In addition, library staff will assist customers in finding such information as part of the library's traditional information and referral services.

All libraries were collection sites for the **Help for the Homeless** community drive that collects hygiene items for local shelters.

The Friends of the Library's Annual Meeting honored Harry Maier as volunteer of the year. Harry served on the Friends' Board for over 15 years and continues to be an important advocate for the library.

Staff at all locations continue to proctor exams on a regular basis.

### **Central Library**

**"Best of the Best Picture Books 2012".** Children's Librarians reviewed and presented two programs for teachers, parents and childcare providers highlighting the best picture books published in 2011. CESA 7 has created a video of the presentation which will also be available as a continuing education offering for educators.

**Disney "Off" Ice at the library.** Approximately 160 kids and adults attended a special event in the Children's Department with stories and songs featuring skaters from the Disney on Ice show and special guests Mickey and Minnie Mouse. This free annual event is offered in partnership with PMI Entertainment Group and Feld, Inc. It culminates the "Books Are a Treasure" Reading Program bingo game at all library locations, through which over 900 kids participated and 25 kids each won a free four-pack of tickets to Disney on Ice Treasure Trove Show.

**Tank/West De Pere Reading Buddies program.** For the 15<sup>th</sup> year 200 elementary and middle school students met at the library for a major event that is part of their reading buddies program. Library staff gave presentations to the group on animal fables and assisted the students in researching their favorite animals.

**Every Child Ready to Read Campaign.** Nine Children's Librarians attended a webinar introducing the updated version of the Every Child Ready to Read curriculum developed by the Association for Library Services to Children. Based on the latest research on early literacy and best practices- ECRR is a tool used by library staff for parent education and children's programming. The Friends of the Library will provide funding this year for implementation of these efforts.

The Genealogy 101 series concluded in March. The 9-week program gave instruction on best practices for conducting genealogy research. Over 580 people attended.

The ongoing computer classes that focus on Internet, email and basic computer usage continue to have full registration.

### **Ashwaubenon Branch**

Staff continue to teach adult computer classes and sessions on downloading eBooks and audiobooks using OverDrive.

The Dance Company Ballet presented a portion of their Snow White program and taught some dance steps.

Staff from Barnes & Noble presented 3 more “NOOK E-readers and OverDrive” classes. 22 more people attended these sessions and again, there were many positive comments.

Staff partnered with one of the teachers at Assumption BVM school in Pulaski to present a Dr. Seuss program.

### **Denmark Branch**

An evening story time featured a Kindermusic presentation.

The technology program held in partnership with the High School focused on photo management.

### **East Branch**

Staff participated in the webinar, “Adult Programs on a \$0.00 Budget.”

Peace Nursery School children visited the library 3 times this month for a story time and check out. Attendance was near 200.

### **Kress Family Branch**

A ribbon cutting was held to formally introduce the Sustainable Learning Center to donors, partners and the public. Representatives from SEEDs for De Pere and the library spoke about the solar project and the focus on educational opportunities. Public officials, including State Senators Dave Hansen and Rob Cowles; Brown County Board Supervisor Mike Fleck; and De Pere Mayor Mike Walsh, were also in attendance. A reception followed the ribbon cutting.

As part of the commitment to sustainable programming, an urban chicken program was held. 50 people attended.

The art work of the winners of the Helen Mears Art contest for elementary/middle school students was displayed.

Members of the Green Bay Boy and Girl Choir and local talent Dan Robinson performed to celebrate March as Music Month as did the Heritage Academy of Irish Dancers.

A hands-on LEGO program gave kids the opportunity to build, experiment with, and disassemble a project.

A De Pere City public health nurse presented to story time parents about oral health.

### **Pulaski Branch**

The adult computer classes have resumed after a winter break.

### **Southwest Branch**

Staff is discussing sharing resources and collaborating with Central Children’s staff to on a wiki. The wiki is an ongoing bibliography of hundreds of titles in our system good for preschool read-a-louds. These will eventually be made available to parents, librarians, and educators through the library’s website.

Offsite story times were held at Jackson Elementary for the Headstart groups.

Self-check usage continues to average at 55%. Patrons overall seem to be positive about the self-check and the new technology. An automated RFID sorter is being considered. The Library’s Tech Team meeting was held at the branch so RFID could be demonstrated.

### **Weyers-Hilliard Branch**

A donation was received specifically for the children's area at Weyers-Hilliard, allowed for the purchase of toy kitchen appliances, food, and utensils. The addition was an instant hit with kids.

Ten story times were provided at the Pulaski branch by W-H staff. Two one-person puppet shows were included in this total.

A check for \$55.90 was received from Sadoff Iron and Metal Company. The business donates its proceeds from aluminum cans to the branch.

### **Wrightstown Branch**

The Evening in Tuscany fundraiser sponsored by the Wrightstown Area Library Committee earned nearly \$11,000. These funds support the operation of the branch.

A guest nurse gave a talk about Celiac Disease. Her professional perspective also focused on a gluten-free diet.

The partnership with the Wrightstown Police Department continues to strengthen. A total of 38 people attended Officer Perry's Safety Talk program.



*You're invited*  
Village of Wrightstown  
*Open house*

Tuesday, April 24, 2012

2:00PM - 7:00PM

352 High Street

Wrightstown, WI

Our new municipal building is finished and we invite you to come tour our facilities. There will also be refreshments available along with village personnel on hand to answer questions and show you around.



**For more information  
contact Steve Johnson  
920-532-5567, ext 13**



**Neville Public Museum  
Director's Report  
To  
The Education & Recreation Committee  
Brown County Board of Supervisors**

**April 5, 2012**

---

**1. Lack of financial/metric data distributed prior to tonight's meeting**

Due to inadequate staff assigned this task, as well as other pressing obligations that inhibited the Director from doing the work himself, we were unable to get out financial and metric data in time for submission to the Ed & Rec Committee. Ultimately, this is and was the Director's duty, for which I take full responsibility while at the same time asking for the Committee's forbearance as we work to fill the two, vacant positions in our org chart (see item #5, below). The Clerk/Typist will be responsible for helping the Director get this information out per County schedule. Financial data will be distributed at the ED & Rec Comm. meeting.

**2. Governance analysis: update**

The approved Letter of Intent (LOI) between Brown County, the Neville Public Museum Foundation and the Neville Public Museum Governing Board has been signed by all parties. Our next step will be to complete the formation of a community-based, working committee to begin the effort of analysis, as outlined in the aforementioned LOI. Discussion requested.

**3. Update re: change to FREE Wednesday nights policy, to be for Brown County residents only**

We have begun instituting the approved, new policy. NOTE: we are using the month of April as a de-facto "grace period," in order to accommodate those residents who don't have identification and/or are caught unawares of this admissions policy change. To date, no issues to report.

**4. New Admissions/POS/Fundraising software update**

Thanks to the hard work of Brown County Administrative, Purchasing and IS personnel, working in-concert with Museum and Zoo staff, we have signed the contract to purchase the Altru software system. At this time, we are looking at a 60-90 day period for installation, work-up and implementation of this powerful new system. Both the Museum and Zoo believe that the ROI for this system will be significant.

**5. HR Update**

We have received and are now beginning to review the applications for our two open positions at the Neville: Coordinator of Visitor Services (over 25 applications) and Clerk/Typist II (over 30 applications).

## March, 2012 HIGHLIGHTS

- Met with HR staff to prepare for implementation of new Kronos, on-line timecard system;
- The **Green Bay Packers** have signed on as our “Presenting Sponsor” for the upcoming Football exhibit this summer;
- Met with Dr. Joyce Salisbury, Wisconsin Humanities Council to discuss future grant applications, as well as an invitation to meet with Arts Council members at a gathering in June;
- The Neville continues to host “Veteran’s Court” working group with Tom Hinz.
- The Neville hosted the first “Fire over the Fox” planning meeting for 2012.
- Wisconsin Arts Board Community Arts Project grant written and submitted for MuseumPLACE
- Juried new entries for Artstreet (Arts Events, Inc.) on March 14
- Juried photo contest at St. Norbert College sponsored by St. Norbert College Women’s Center on March 30
- The Museum had a booth at Arti Gras all day on both Saturday and Sunday, March 10 and 11
- Had 16 information requests about identifying objects
- An Emergency Response Plan Writing workshop was held March 16. It involved the Brown County Federation of History Museums (the BCFH consists of 8 local historical organizations) and was funded with a \$4,817 grant from the **Greater Green Bay Community Foundation**. There will be another workshop in fall presented by Midwest Art Conservation Center. It will be a hands-on response training workshop. This will allow the BCFHM member institutions to develop coordinated disaster plans, provide hands-on disaster scenario training, purchase emergency supplies, and cross-train between institutions. This coordinated planning will provide an efficient and low cost method to limit the damage caused by a catastrophic event and to help ensure the long term preservation of the unique cultural heritage of Brown County.
- For the month of March attendance for school groups was up almost 50% more than prior years. 969 students were served representing students pre-k through college, from 38 different institutions. Schools came as far as Waupaca and Manitowoc.
- Our Dino Egg Hunt on March 31 had a total of 134 children and 231 students. It grossed the museum and the foundation a total of \$2652, not counting the additional \$736 earned in the gift

shop the day of the event. Many of the prizes awarded that day were donated from the public including foreign money, plastic dinosaurs and stones. Organizations that helped participate included the Neville Public Museum Geology Club and Zeta Tau Omega of UW-GB. Photos of this event are at our facebook page. One parent comment what she loved about the event was that it was not a chaotic free for all and that children really got more out of it such as learning about a dinosaur nest or how a paleontology uses an acid bath, rather than a frenzied trick or treat like hunt.

- On March 10 there was the Annual Webelos Scout Art Day. 64 Webelos attended, with an equal number of adults. The Neville Public Museum grossed \$256 dollars from scouts, and approximately \$240 in admission fees. Scouts made clay sculptures, painted color wheels, made collages, mobiles and art journals, and spoke with artists from Studio 210 about careers in art. They also went on a scavenger hunt for art in the Museum. The scouts have already signed up for 2013 for another art day.
- Curator of Education, Matt Welter, has interviewed and will bring on board 4 interns for the summer from both UWGB and St. Norbert College. The three he brought on this semester from St. Norbert have been instrumental in helping guide tours, marketing Moneyville and other exhibits to schools, preparing for weekend events, and doing room setup.

## INVITATION:

All Ed & Rec Committee members, along with all County Supervisors, are invited to the reception for *An Artistic Discovery* (high school art competition) the early afternoon of **Sunday, April 29**. Congressman Reid Ribble is scheduled to be here, as of now, to present the awards for this US Congress-sponsored exhibition.





**A Letter of Intent  
Between  
Brown County  
&  
The Neville Public Museum Foundation, Inc.  
Relating to Improving Governance of the Museum**

**Brown County** (herein, the County) and the **Neville Public Museum Foundation** (herein, the Foundation), desiring to maximize the presence of the Neville Public Museum as a relevant, vibrant and high-impact cultural and educational asset of the community while maximizing the potential for growth and sustainability of that institution, hereby agree:

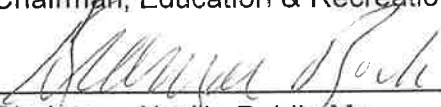
To designate representatives to collaboratively analyze alternative models of museum governance: identifying industry trends and best-practices; and, addressing the administrative, financial and programmatic methods and operations applicable to a museums with the goal of determining, reaching consensus and recommending to the County and Foundation an effective manner of governance for the museum it enters its second century.

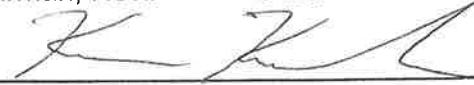
This Letter of Intent formally initiates dialog and investigation among the County, the Foundation and the current Governing Board of the Museum to thoroughly and cooperatively analyze the necessity and feasibility of a governance change.

Dated in Green Bay this \_\_\_\_\_ day of \_\_\_\_\_, 2012

  
\_\_\_\_\_  
County Executive, Brown County

  
\_\_\_\_\_  
Chairman, Education & Recreation Committee, Brown County Board of Supervisors

  
\_\_\_\_\_  
Chairman, Neville Public Museum Foundation, Inc.

  
\_\_\_\_\_  
Chairman, Neville Public Museum Governing Board

**From:** Seim\_JL  
**Sent:** Wednesday, April 04, 2012 3:20 PM  
**Subject:** Press Release: Green Bay Packers to Present Football the Exhibit



**FOR IMMEDIATE RELEASE:**

**Green Bay Packers to Present *Football the Exhibit***

Green Bay, WI—April 4, 2012—The Neville Public Museum is pleased to announce that the Green Bay Packers are the presenting sponsor of *Football the Exhibit*. “Football” will be on display at the Neville May 19, 2012 through September 9, 2012.

“Football” brings the excitement and experience of playing the game, while teaching the science, technology, engineering and math (STEM) that make it all possible. Featuring 25 hands-on units, *Football the Exhibit* covers everything from the history of the game, to the equipment and medical technology used in injury treatment. Test your throwing skills in the Passing Cage area and learn what it truly means to have a “rifle arm.” Try and match the speed of an NFL running back and find out the ideal trajectory for kicking a field goal too. There’s something for everyone- learn the balance needed for cheerleading or head to the Football Society Zone where there’s always a tailgate party going on! Featuring a mixture of artifacts, text, videos and hands-on activities, you’ll discover the science behind the game and more!

*Football* has been developed by the Museum of Discovery, Little Rock, Arkansas.

Editorial expansion of story available upon request.



Submitted by:  
Jenny Seim  
Neville Public Museum Foundation, Inc.

[seim\\_jl@co.brown.wi.us](mailto:seim_jl@co.brown.wi.us)  
210 Museum Place  
Green Bay, WI 54303  
(920) 448-7874  
[www.nevillepublicmuseum.org](http://www.nevillepublicmuseum.org)

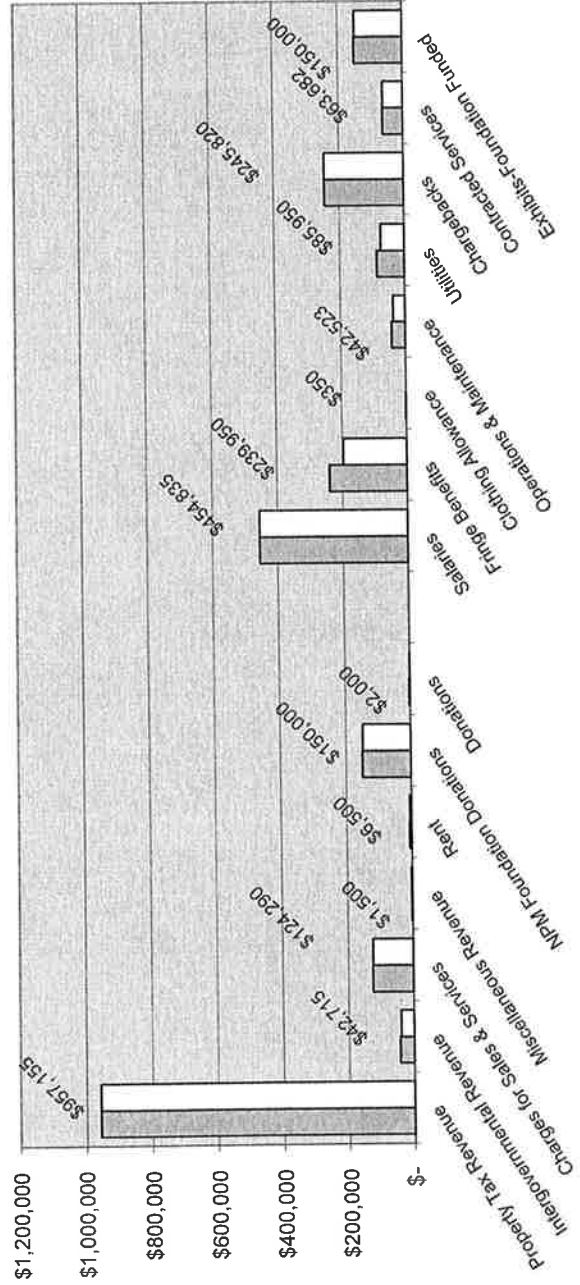
###

**HIGHLIGHTS:**

Revenues:  
YTD Revenues = \$1,272,790  
Expenses:  
YTD Expenses = \$1,217,702

	Annual Budget	YTD Actual	% of Budget
Property Tax Revenue	\$ 957,155	\$ 957,155	100.00%
Intergovernmental Revenue	\$ 42,715	\$ 38,615	90.40%
Charges for Sales & Services	\$ 124,290	\$ 123,110	99.05%
Miscellaneous Revenue	\$ 1,500	\$ 1,270	84.67%
Rent	\$ 6,500	\$ 4,025	61.92%
NPM Foundation Donations	\$ 150,000	\$ 147,711	98.47%
Donations	\$ 2,000	\$ 905	45.26%
Salaries	\$ 454,835	\$ 454,773	99.99%
Fringe Benefits	\$ 239,950	\$ 196,750	82.00%
Clothing Allowance	\$ 350	\$ -	0.00%
Operations & Maintenance	\$ 42,523	\$ 37,094	87.23%
Utilities	\$ 85,950	\$ 73,427	85.43%
Chargebacks	\$ 245,820	\$ 245,909	100.04%
Contracted Services	\$ 63,682	\$ 62,038	97.42%
Exhibits-Foundation Funded	\$ 150,000	\$ 147,711	98.47%

**Museum - December 31, 2011**  
■ Annual Budget  
□ YTD Actual



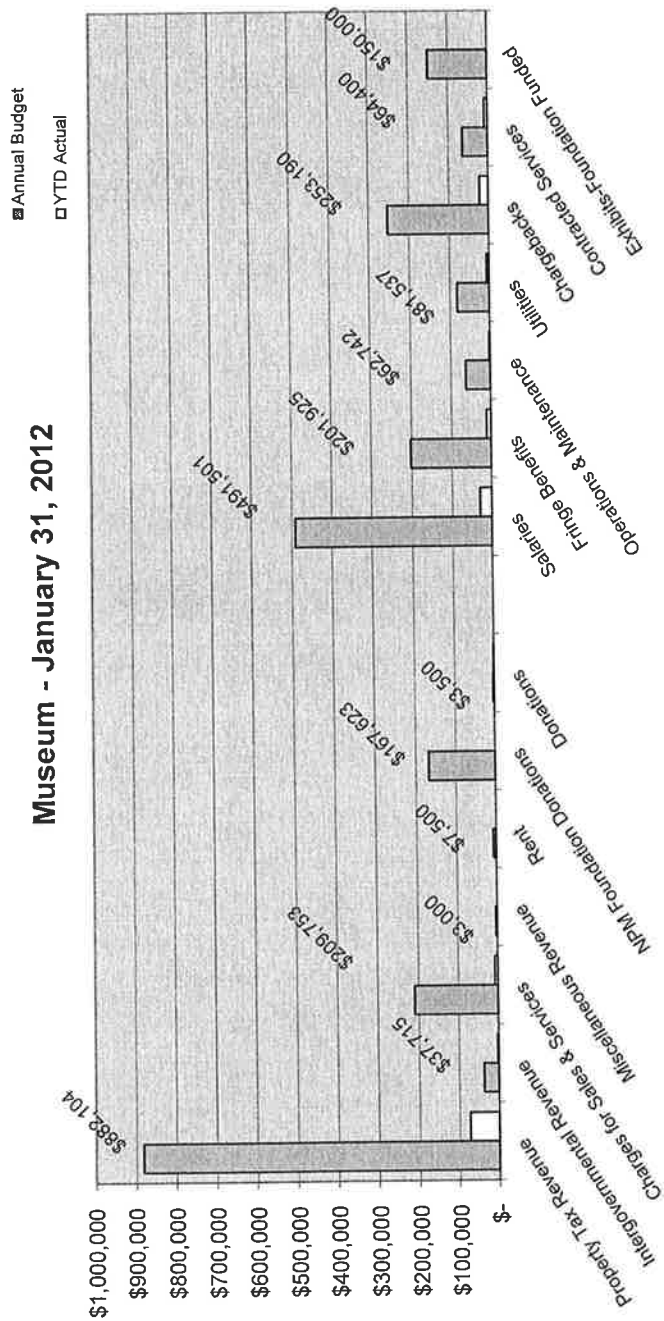
# HIGHLIGHTS:

Revenues:  
YTD Revenues = \$83,147

Expenses:  
YTD Expenses = \$79,222

	Annual Budget	YTD Actual	% of Budget
Property Tax Revenue	\$ 882,104	\$ 73,509	8.33%
Intergovernmental Revenue	\$ 37,715	\$ 2,119	5.62%
Charges for Sales & Services	\$ 209,753	\$ 7,346	3.50%
Miscellaneous Revenue	\$ 3,000	-	0.00%
Rent	\$ 7,500	-	0.00%
NPM Foundation Donations	\$ 167,623	-	0.00%
Donations	\$ 3,500	\$ 174	4.97%
Salaries	\$ 491,501	\$ 29,604	6.02%
Fringe Benefits	\$ 201,925	\$ 11,333	5.61%
Operations & Maintenance	\$ 62,742	\$ 2,454	3.91%
Utilities	\$ 81,537	\$ 6,361	7.80%
Chargebacks	\$ 253,190	\$ 21,633	8.54%
Contracted Services	\$ 64,400	\$ 7,847	12.18%
Exhibits-Foundation Funded	\$ 150,000	\$ -	0.00%

## Museum - January 31, 2012



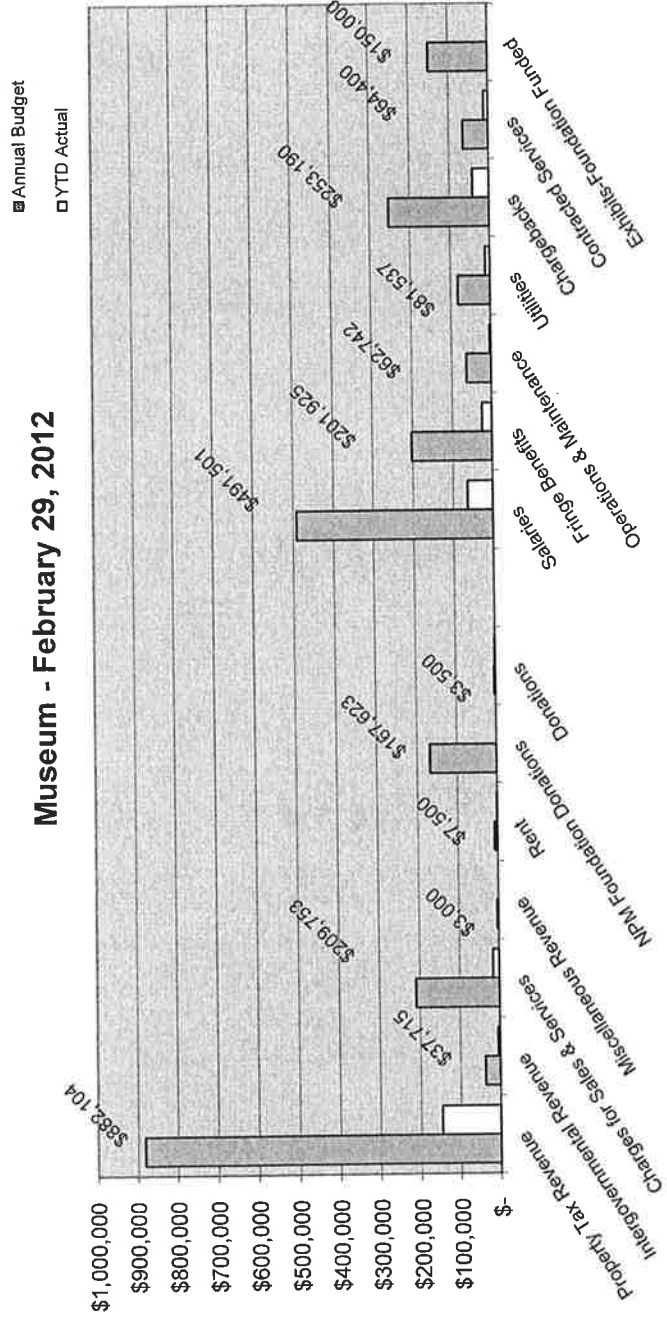
**HIGHLIGHTS:**

Revenues:  
YTD Revenues = \$168,286

Expenses:  
YTD Expenses = \$155,805

	Annual Budget	YTD Actual	% of Budget
Property Tax Revenue	\$ 882,104	\$ 147,017	16.67%
Intergovernmental Revenue	\$ 37,715	\$ 4,875	12.92%
Charges for Sales & Services	\$ 209,753	\$ 15,387	7.34%
Miscellaneous Revenue	\$ 3,000	\$ -	0.00%
Rent	\$ 7,500	\$ 834	11.12%
NPM Foundation Donations	\$ 167,623	\$ -	0.00%
Donations	\$ 3,500	\$ 174	4.97%
Salaries	\$ 491,501	\$ 63,587	12.94%
Fringe Benefits	\$ 201,925	\$ 25,120	12.44%
Operations & Maintenance	\$ 62,742	\$ 3,513	5.60%
Utilities	\$ 81,537	\$ 11,710	14.36%
Chargebacks	\$ 253,190	\$ 42,083	16.62%
Contracted Services	\$ 64,400	\$ 11,149	17.31%
Exhibits-Foundation Funded	\$ 150,000	\$ -	0.00%

**Museum - February 29, 2012**





# Museum Monthly Report Through January 31, 2012

Through 01/31/12  
Prior Fiscal Year Activity Included

Account Classification	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 100 - GF</b>									
REVENUE									
Property taxes	882,104.00	.00	882,104.00	73,508.67	.00	73,508.67	808,595.33	8	957,155.04
Intergovernmental	37,715.00	.00	37,715.00	2,119.47	.00	2,119.47	35,595.53	6	38,614.56
Charges for sales and services	209,753.00	.00	209,753.00	7,345.50	.00	7,345.50	202,407.50	4	123,109.63
Miscellaneous revenue	3,000.00	.00	3,000.00	.00	.00	.00	3,000.00	0	1,270.00
Rent	7,500.00	.00	7,500.00	.00	.00	.00	7,500.00	0	4,025.00
Contributions	171,123.00	.00	171,123.00	173.80	.00	173.80	170,949.20	0	148,616.13
Transfer in	.00	.00	.00	.00	.00	.00	.00	+++	.00
<b>REVENUE TOTALS</b>	<b>\$1,311,195.00</b>	<b>\$0.00</b>	<b>\$1,311,195.00</b>	<b>\$83,147.44</b>	<b>\$0.00</b>	<b>\$83,147.44</b>	<b>\$1,228,047.56</b>	<b>6%</b>	<b>\$1,272,790.36</b>
EXPENSE									
Personnel services	491,501.00	.00	491,501.00	29,604.02	.00	29,604.02	461,896.98	6	454,773.47
Fringe benefits and taxes	201,925.00	.00	201,925.00	11,332.81	.00	11,332.81	190,592.19	6	196,749.78
Employee costs	.00	.00	.00	.00	.00	.00	.00	+++	.00
Operations and maintenance	62,742.00	.00	62,742.00	2,454.05	.00	2,454.05	60,287.95	4	37,094.08
Insurance costs	.00	.00	.00	.00	.00	.00	.00	+++	.00
Utilities	81,537.00	.00	81,537.00	6,360.54	.00	6,360.54	75,176.46	8	73,427.05
Chargebacks	253,190.00	.00	253,190.00	21,623.68	.00	21,623.68	231,566.32	9	245,908.90
Contracted services	64,400.00	.00	64,400.00	7,846.80	.00	7,846.80	56,553.20	12	62,038.49
Other	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0	147,710.84
Outlay	.00	.00	.00	.00	.00	.00	.00	+++	.00
Transfer out	.00	.00	.00	.00	.00	.00	.00	+++	.00
<b>EXPENSE TOTALS</b>	<b>\$1,305,295.00</b>	<b>\$0.00</b>	<b>\$1,305,295.00</b>	<b>\$79,221.90</b>	<b>\$0.00</b>	<b>\$79,221.90</b>	<b>\$1,226,073.10</b>	<b>6%</b>	<b>\$1,217,702.61</b>
<b>Fund 100 - GF Totals</b>									
REVENUE TOTALS	1,311,195.00	.00	1,311,195.00	83,147.44	.00	83,147.44	1,228,047.56	6	1,272,790.36
EXPENSE TOTALS	1,305,295.00	.00	1,305,295.00	79,221.90	.00	79,221.90	1,226,073.10	6	1,217,702.61
<b>Fund 100 - GF Totals</b>	<b>\$5,900.00</b>	<b>\$0.00</b>	<b>\$5,900.00</b>	<b>\$3,925.54</b>	<b>\$0.00</b>	<b>\$3,925.54</b>	<b>\$1,974.46</b>		<b>\$55,087.75</b>
<b>Grand Totals</b>									
REVENUE TOTALS	1,311,195.00	.00	1,311,195.00	83,147.44	.00	83,147.44	1,228,047.56	6	1,272,790.36
EXPENSE TOTALS	1,305,295.00	.00	1,305,295.00	79,221.90	.00	79,221.90	1,226,073.10	6	1,217,702.61
<b>Grand Totals</b>	<b>\$5,900.00</b>	<b>\$0.00</b>	<b>\$5,900.00</b>	<b>\$3,925.54</b>	<b>\$0.00</b>	<b>\$3,925.54</b>	<b>\$1,974.46</b>		<b>\$55,087.75</b>



# Museum Monthly Report Through February 29, 2012

Through 02/29/12  
Prior Fiscal Year Activity Included

Account Classification	Fund	Adopted Budget	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 100 - GF</b>									
REVENUE									
Property taxes		882,104.00	882,104.00	73,508.67	.00	147,017.34	735,086.66	17	957,155.04
Intergovernmental		37,715.00	37,715.00	2,755.03	.00	4,874.50	32,840.50	13	38,614.56
Charges for sales and services		209,753.00	209,753.00	8,041.00	.00	15,386.50	194,366.50	7	123,109.63
Miscellaneous revenue		3,000.00	3,000.00	.00	.00	.00	3,000.00	0	1,270.00
Rent		7,500.00	7,500.00	834.00	.00	834.00	6,666.00	11	4,025.00
Contributions		171,123.00	171,123.00	.00	.00	173.80	170,949.20	0	148,616.13
Transfer in		.00	.00	.00	.00	.00	.00	+++	.00
<b>REVENUE TOTALS</b>		<b>\$1,311,195.00</b>	<b>\$1,311,195.00</b>	<b>\$85,138.70</b>	<b>\$0.00</b>	<b>\$168,286.14</b>	<b>\$1,142,908.86</b>	<b>13%</b>	<b>\$1,272,790.36</b>
EXPENSE									
Personnel services		491,501.00	491,501.00	32,982.77	.00	62,586.79	428,914.21	13	454,773.47
Fringe benefits and taxes		201,925.00	201,925.00	13,787.48	.00	25,120.29	176,804.71	12	196,749.78
Employee costs		.00	.00	.00	.00	.00	.00	+++	.00
Operations and maintenance		62,742.00	62,742.00	1,058.60	.00	3,512.65	59,229.35	6	37,094.08
Insurance costs		.00	.00	.00	.00	.00	.00	+++	.00
Utilities		81,537.00	81,537.00	5,349.04	.00	11,709.58	69,827.42	14	73,427.05
Chargebacks		253,190.00	253,190.00	20,459.27	.00	42,082.95	211,107.05	17	245,908.90
Contracted services		64,400.00	64,400.00	3,302.12	.00	11,148.92	53,251.08	17	62,038.49
Other		150,000.00	150,000.00	.00	.00	.00	150,000.00	0	147,710.84
Outlay		.00	.00	(356.12)	.00	(356.12)	356.12	+++	.00
Transfer out		.00	.00	.00	.00	.00	.00	+++	.00
<b>EXPENSE TOTALS</b>		<b>\$1,305,295.00</b>	<b>\$1,305,295.00</b>	<b>\$76,583.16</b>	<b>\$0.00</b>	<b>\$155,805.06</b>	<b>\$1,149,489.94</b>	<b>12%</b>	<b>\$1,217,702.61</b>
<b>Fund 100 - GF Totals</b>									
REVENUE TOTALS		1,311,195.00	1,311,195.00	85,138.70	.00	168,286.14	1,142,908.86	13	1,272,790.36
EXPENSE TOTALS		1,305,295.00	1,305,295.00	76,583.16	.00	155,805.06	1,149,489.94	12	1,217,702.61
<b>Fund 100 - GF Totals</b>		<b>\$5,900.00</b>	<b>\$5,900.00</b>	<b>\$8,555.54</b>	<b>\$0.00</b>	<b>\$12,481.08</b>	<b>(\$6,581.08)</b>		<b>\$55,087.75</b>
<b>Grand Totals</b>									
REVENUE TOTALS		1,311,195.00	1,311,195.00	85,138.70	.00	168,286.14	1,142,908.86	13	1,272,790.36
EXPENSE TOTALS		1,305,295.00	1,305,295.00	76,583.16	.00	155,805.06	1,149,489.94	12	1,217,702.61
<b>Grand Totals</b>		<b>\$5,900.00</b>	<b>\$5,900.00</b>	<b>\$8,555.54</b>	<b>\$0.00</b>	<b>\$12,481.08</b>	<b>(\$6,581.08)</b>		<b>\$55,087.75</b>

**Dino Egg Hunt 3/31/12**

	<b>count</b>	<b>county</b>	<b>foundation</b>		
sp event member	6	\$30	\$18		
sp event non-member	134	\$670	\$670		
adults	231	\$1,155			
paid child	33	\$99			
free child	39				
free other	19				
free member	10				
students	5	\$10			
gift shop	1				
		<hr/>			
		\$1,964	\$688	Total=	<b>\$2,652</b>
	<b>478</b>				

**Dino Egg Hunt 4/16/11**

sp event	156	\$1,572			
adults	315	\$1,575			
paid child	38	\$114			
free child	58				
free other	17				
free member	7				
students	14	\$28			
gift shop	2				
		<hr/>			
	<b>607</b>			Total=	<b>\$3,289</b>



## Johnson\_RE

---

**From:** Rosera\_KH  
**Sent:** Wednesday, March 28, 2012 3:31 PM  
**To:** Rosera\_KH; Johnson\_RE; Looney\_RA  
**Cc:** Childress\_MR  
**Subject:** RE: metric info request

**Importance:** High

Please note 2012 donations so far should read \$6,020

*Kathy Rosera*

Office Manager  
Neville Public Museum Foundation  
920-448-7847  
[www.nevillepublicmuseum.org](http://www.nevillepublicmuseum.org)

---

**From:** Rosera\_KH  
**Sent:** Wednesday, March 28, 2012 3:24 PM  
**To:** Johnson\_RE; Looney\_RA  
**Cc:** Childress\_MR  
**Subject:** RE: metric info request

Current membership is 728.

2012 donations so far are \$3,520

Pledges are \$67,500

*Kathy Rosera*

Office Manager  
Neville Public Museum Foundation  
920-448-7847  
[www.nevillepublicmuseum.org](http://www.nevillepublicmuseum.org)

---

**From:** Johnson\_RE  
**Sent:** Wednesday, March 28, 2012 2:56 PM  
**To:** Looney\_RA ([Looney\\_RA@co.brown.wi.us](mailto:Looney_RA@co.brown.wi.us)); Rosera\_KH ([Rosera\\_KH@co.brown.wi.us](mailto:Rosera_KH@co.brown.wi.us))  
**Cc:** Childress\_MR ([Childress\\_MR@co.brown.wi.us](mailto:Childress_MR@co.brown.wi.us))  
**Subject:** metric info request

Would the two of you please provide me with the following metrics by the end of tomorrow? (Rebecca, I know this is still outside your job description, so I appreciate your efforts and your facility with Logos.)



11#



#14





**NEW ZOO**  
**ADMISSIONS REVENUE ATTENDANCE**  
**2012 REPORT**  
**2010, 2011, 2012**

**ATTENDANCE**

MONTH	2010	2011	2012
January	834	592	1,478
February	1,649	1,240	2,705
March	11,754	4,112	16,560
April	29,292	16,835	
May	38,070	34,741	
June	41,647	43,321	
July	39,142	40,042	
August	42,345	48,792	
September	17,938	15,637	
October	27,836	31,148	
November	2,571	2,693	
December	1,266	1,949	
<b>TOTAL</b>	<b>254,344</b>	<b>241,102</b>	<b>20,743</b>

**ADMISSION & DONATIONS**

MONTH	2010		2011		2012		2010		2011		2012	
	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	PER CAP	(-)/(+)	PER CAP	(-)/(+)	PER CAP	(-)/(+)
January	1,532.00	590.80	1,239.00	389.55	2,544.25	499.00	\$1.84	1305.25	\$2.09		\$1.72	
February	3,714.10	41.00	2,506.00	429.78	4,438.00	227.35	\$2.25	1932.00	\$2.02		\$1.64	
March	27,371.74	184.00	9,465.00	83.95	57,794.00	5.00	\$2.33	48329.00	\$2.30		\$3.49	
April	57,448.67	931.97	33,618.40	-			\$1.96		\$2.00			
May	118,802.99	427.56	100,768.40	515.18			\$3.12		\$2.90			
June	112,869.92	385.04	122,512.42	526.74			\$2.71		\$2.83			
July	115,654.19	483.99	123,122.83	616.58			\$2.95		\$3.07			
August	129,290.88	476.65	141,956.40	547.61			\$3.05		\$2.91			
September	50,826.50	657.88	50,013.28	791.07			\$2.83		\$3.20			
October	30,099.13	131.50	36,991.97	469.46			\$1.08		\$1.19			
November	6,103.00	251.00	7,318.45	186.05			\$2.37		\$2.72			
December	3,380.28	1,552.00	4,801.73	271.41			\$2.67		\$2.46			
<b>TOTAL</b>	<b>\$657,093.40</b>	<b>\$6,113.39</b>	<b>\$634,313.88</b>	<b>\$4,827.38</b>	<b>\$64,776.25</b>	<b>\$731.35</b>	<b>\$2.43</b>	<b>51566.25</b>	<b>\$2.47</b>	<b>\$2.43</b>	<b>\$2.47</b>	<b>\$2.28</b>

**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE**

**2012 REPORT  
2010, 2011, 2012**

<b>Paws &amp; Claws Gift Shop</b>					2010	2011	2012
	2010	2011	2012	(-)/(+)	PER CAP	PER CAP	PER CAP
January	\$ 1,100.43	\$ 850.64	\$ 1,039.73	\$ 189.09	\$1.32	\$1.44	0.70
February	\$ 1,733.75	\$ 1,813.73	\$ 2,590.76	\$ 777.03	\$1.05	\$1.46	0.96
March	\$ 10,694.13	\$ 4,436.34	\$ 17,328.14	\$ 12,891.80	\$0.91	\$1.08	1.05
April	\$ 25,606.74	\$ 12,644.60			\$0.87	\$0.75	
May	\$ 41,462.02	\$ 36,626.74			\$1.09	\$1.05	
June	\$45,906.57	\$44,855.32			\$1.10	\$1.04	
July	\$ 44,312.40	\$ 46,882.07			\$1.13	\$1.17	
August	\$ 48,932.87	\$ 50,252.33			\$1.16	\$1.03	
September	\$ 16,193.99	\$ 15,149.13			\$0.90	\$0.97	
October	\$ 17,078.70	\$ 18,782.65			\$0.61	\$0.60	
November	\$ 2,444.98	\$ 3,733.23			\$0.95	\$1.39	
December	\$1,847.89	\$3,659.67			\$1.46	\$1.88	
<b>TOTAL</b>	<b>\$ 257,314.47</b>	<b>\$ 239,686.45</b>	<b>\$ 20,958.63</b>	<b>\$ 13,857.92</b>	<b>\$ 1.05</b>	<b>\$ 1.15</b>	<b>\$ 0.90</b>

<b>Mayan Taste of Tropic</b>					2010	2011	2012
	2010	2011	2012	(-)/(+)	PER CAP	PER CAP	PER CAP
January	\$ 1,702.25	\$ 974.96	\$ 1,739.60	\$ 764.64	\$2.04	\$1.65	\$1.18
February	\$ 2,542.97	\$ 1,677.23	\$ 2,909.96	\$ 1,232.73	\$1.54	\$1.35	\$1.08
March	\$ 13,071.01	\$ 4,831.74	\$ 19,976.94	\$ 15,145.20	\$1.11	\$1.18	\$1.21
April	\$ 22,461.64	\$ 13,908.56			\$0.77	\$0.83	
May	\$ 40,170.65	\$ 33,326.69			\$1.06	\$0.96	
June	\$44,864.86	\$47,807.81			\$1.08	\$1.10	
July	\$ 48,815.59	\$ 52,190.85			\$1.25	\$1.30	
August	\$ 52,917.17	\$ 57,760.72			\$1.25	\$1.18	
September	\$ 19,543.36	\$ 19,539.45			\$1.09	\$1.25	
October	\$ 22,334.07	\$ 25,618.50			\$0.80	\$0.82	
November	\$ 2,874.40	\$ 2,972.94			\$1.12	\$1.10	
December	\$ 1,797.83	\$ 2,594.06			\$1.42	\$1.33	
<b>TOTAL</b>	<b>\$ 273,095.80</b>	<b>\$ 263,203.51</b>	<b>\$ 24,626.50</b>	<b>\$ 17,142.57</b>	<b>\$1.21</b>	<b>\$ 1.17</b>	<b>\$1.15</b>

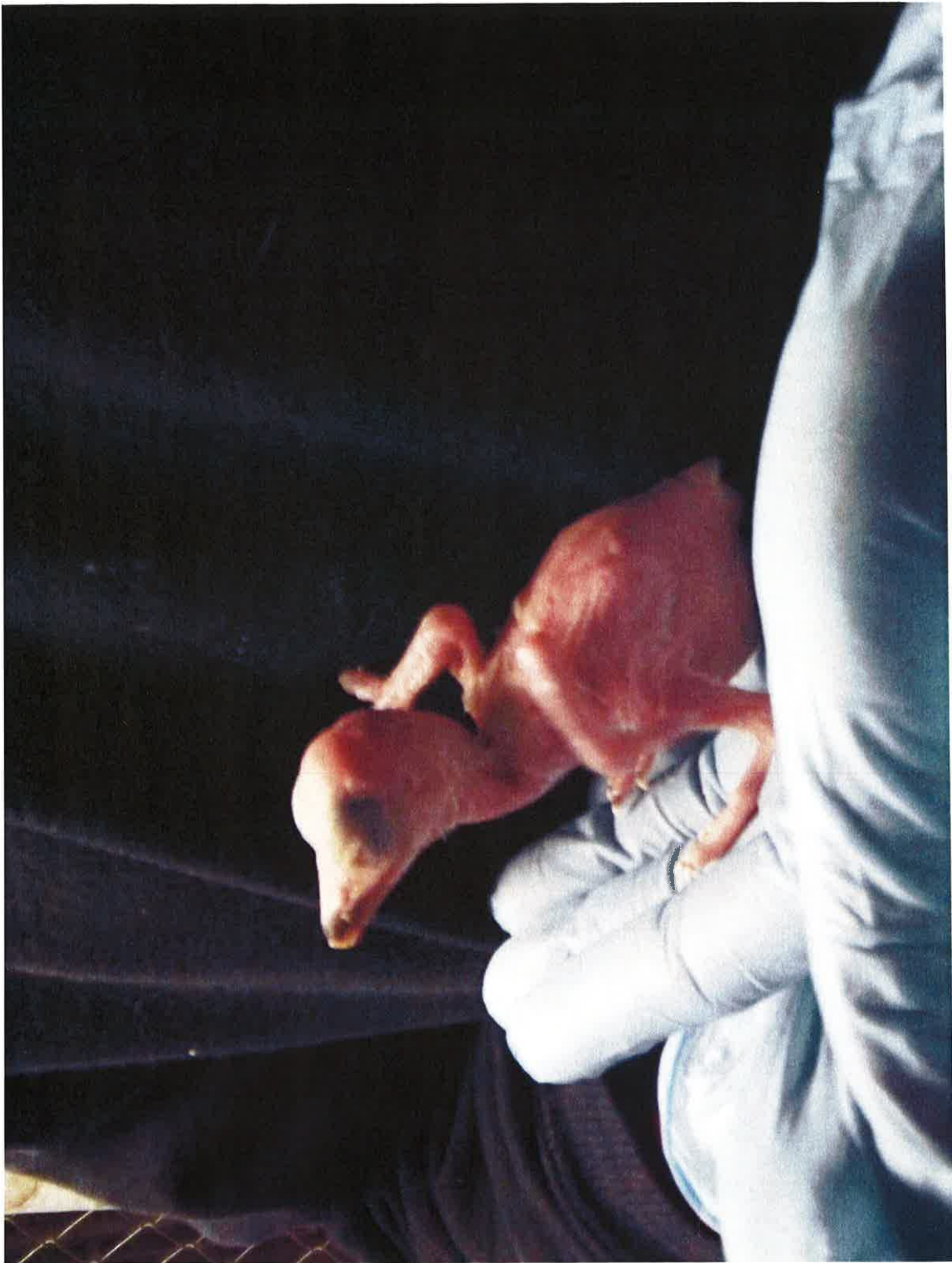
<b>ZOO PASS</b>							
<b>MONTH</b>	2010	2011	2012	(-)/(+)	NEW	RENEWAL	TOTAL
January	\$2,317.00	\$1,385.00	\$1,872.00	\$ 487.00	14	10	24
February	\$ 3,177.00	\$ 2,485.00	\$ 2,878.00	\$ 393.00	33	10	43
March	\$17,882.00	\$8,042.00	\$18,314.00	\$ 10,272.00	284	27	311
April	\$ 24,530.00	\$ 21,614.00					
May	\$ 28,047.00	\$ 24,232.00					
June	\$25,770.00	\$20,412.00					
July	\$ 18,033.00	\$ 12,127.00					
August	\$ 14,188.00	\$ 10,538.00					
September	\$ 6,816.00	\$ 5,341.00					
October	\$ 5,581.00	\$ 5,036.00					
November	\$ 4,494.00	\$5,802.00					
December	\$ 8,660.00	\$ 10,079.00					
<b>TOTAL</b>	<b>\$ 159,495.00</b>	<b>\$ 127,093.00</b>	<b>\$ 23,064.00</b>	<b>\$ 11,152.00</b>	<b>331</b>	<b>47</b>	<b>378</b>

# Gift Shop, Mayan and Admissions Revenue March 2012

Day	Date	Gift Shop	Concessions	Admissions	Vending	Zoo Pass	Adopt/zoo	Donation	Cons. Fund	Misc	Special Event	Attend.	Temp/W
Thu	1	8.14	1.99	40.00	7.58	64.00	-	-	-	-	-	9	35, 2
Fri	2	87.60	38.35	76.00	15.17	123.00	-	-	-	-	-	15	26, 2, 4
Sat	3	22.87	27.83	78.00	-	-	-	-	-	-	-	22	0
Sun	4	73.07	70.73	164.00	53.08	128.00	-	-	-	1.90	-	58	23, 1, 2, 4
Mon	5	33.61	53.23	12.00	3.79	54.00	-	-	-	-	-	9	20, 1
Tue	6	39.96	45.61	258.00	58.77	64.00	-	-	-	-	-	90	0
Wed	7	135.09	158.09	300.00	83.41	128.00	-	-	-	3.79	-	142	56, 1
Thu	8	144.83	225.36	244.00	54.98	64.00	-	-	-	-	-	69	38, 1
Fri	9	81.00	135.66	272.00	88.15	315.00	-	-	-	1.90	200.00	122	32, 1
Sat	10	759.71	920.20	2,010.00	421.80	1,158.00	-	-	-	13.27	-	720	59, 1
Sun	11	1,083.45	1,748.19	5,519.00	851.18	2,720.00	32.00	-	0.25	13.27	150.00	1757	62, 1
Mon	12	182.85	85.25	318.00	97.63	187.00	-	-	20.00	-	-	101	56, 2, 3
Tue	13	659.94	636.30	1,354.00	352.51	792.00	-	-	-	7.58	-	442	60, 1
Wed	14	1,169.67	1,429.70	4,152.00	620.85	743.00	-	-	-	5.69	-	1105	74, 1
Thu	15	547.56	595.07	1,042.00	335.55	807.00	20.00	-	-	3.79	-	330	58, 1
Fri	16	1,028.73	892.10	2,314.00	495.83	465.00	-	-	-	7.58	-	695	70, 1
Sat	17	2,297.93	2,808.13	8,209.00	1,177.01	2,394.00	40.00	-	-	15.17	207.30	2365	79, 1
Sun	18	1,815.86	3,063.40	9,463.00	1,457.69	2,561.00	-	-	6.00	22.75	-	2577	79, 1
Mon	19	545.76	617.32	1,804.00	357.39	423.00	-	5.00	-	11.37	-	512	69, 1
Tue	20	552.57	595.29	1,960.00	340.28	433.00	-	-	-	3.79	-	556	79, 1
Wed	21	659.57	1,082.51	2,520.00	332.03	1,125.00	150.00	-	-	20.85	-	723	81, 1
Thu	22	398.88	382.09	1,095.00	66.35	482.00	-	-	-	5.69	-	263	60, 2
Fri	23	148.83	159.94	388.00	54.03	-	30.00	-	-	1.90	-	85	59, 2, 3
Sat	24	1,130.39	622.28	2,244.00	1,431.61	305.00	-	-	-	1.90	-	570	58, 1
Sun	25	1,417.70	2,057.06	6,548.00	940.76	1,790.00	-	-	-	13.27	-	1785	58, 2
Mon	26	475.78	313.30	1,068.00	71.09	252.00	116.00	-	-	11.37	-	292	43, 1
Tue	27	159.61	11.68	202.00	30.33	-	175.00	-	-	1.90	-	60	50, 1
Wed	28	443.05	497.05	1,524.00	278.67	424.00	162.00	-	-	1.90	-	431	50, 2
Thu	29	323.68	268.41	752.00	137.44	69.00	-	-	10.00	-	-	222	41, 2
Fri	30	900.45	434.82	1,864.00	235.07	244.00	-	-	10.00	1.90	-	433	0
Sat	31	-	-	-	-	-	-	-	-	-	-	0	0
<b>Total</b>		<b>\$ 17,328.14</b>	<b>\$ 19,976.94</b>	<b>\$ 57,794.00</b>	<b>\$ 10,450.03</b>	<b>\$ 18,314.00</b>	<b>\$ 725.00</b>	<b>\$ 5.00</b>	<b>\$ 46.25</b>	<b>\$ 172.53</b>	<b>\$ 557.30</b>	<b>16,560</b>	

Weather Ke 1 = Sunny 2 = Overcast 3 = Rain 4 = Snow

Total Attendance: 16,560





NEW ZOO

Brown County



4418 REFORESTATION ROAD  
GREEN BAY, WI 54313

FOR IMMEDIATE RELEASE

Event Media Contact: Laura Buntman

PHONE: (920)434-7841 ext. 2413  
EMAIL: [buntman\\_lm@co.brown.wi.us](mailto:buntman_lm@co.brown.wi.us)

JOIN IN THE FUN AT THE NEW ZOO

## Easter "EggStravaganZoo"

Sat. April 7<sup>th</sup>



It's confirmed! The **Easter Bunny** will be *live* and in person at the NEW Zoo on **Saturday, April 7<sup>th</sup>** for our annual **Easter "EggStravaganZoo"** Event! The fun-filled day will be kicked off with our famous Pancake & Porkie Breakfast to be followed by a huge Easter egg hunt throughout the Zoo.

### BREAKFAST

An 'all you can eat buffet' featuring pancakes and fixing's, porkies, fresh fruit and your choice of beverage will be served at both the Reforestation Camp Ski Lodge and the Mayan Taste of the Tropics Restaurant! Breakfast will be served from **8:00 a.m. until 12:00 noon** in both locations. Tickets for the event will be available at the door and will **include** admission to the Zoo **and** the Annual Easter Egg Hunt. The cost to join in all the fun is just \$10 per person. Children 1 & under are free.

### EASTER EGG HUNT!

Not a breakfast person? That's ok - we've got "eggs-actly" the perfect "Saturday-before-Easter" activity! Grab your own Easter baskets and join in the fun by participating in our Easter Egg Hunt held inside the NEW Zoo from **9:00 a.m. until 2:00 p.m.** Each child will have the chance to collect up to 10 plastic Easter eggs and redeem them, one at a time, for candy at one of the many color specific treat stations throughout the Zoo. The hunt is to find the right color station for your colored eggs! And...keep a keen lookout for the special metallic colored grand prize eggs hidden through out the Zoo-turn them in for special "grand prizes" at the Visitor Center (one per child please!). Cost to participate in the Easter Egg Hunt is \$3.00 per child (1 & under are free) in addition to the regular admission prices.

For more info, visit [www.newzoo.org](http://www.newzoo.org) or contact the NEW Zoo at 434-7841.

The NEW Zoo is located at 4418 Reforestation Rd, Green Bay, WI 54313

A special thank you to our fine sponsors including:



Birdseye Dairy  
Green Bay, WI

